

CTTC MEMORANDUM

TO: Rural Marketing Committee

FROM: Susan Wilcox, Chief Deputy Director
Rural Marketing Advisory Committee Staff

Bob Warren, Rural Marketing Advisory Committee Chair
General Manager/Tourism Officer
Redding Convention & Visitors Bureau

Janice Simoni, California Welcome Center Program Manager

DATE: March 6, 2007

RE: Meeting Notice of the Joint Meeting Of The Rural Tourism Advisory
Committee & The California Welcome Center Committee

A conference call/meeting of the Rural Marketing Advisory Committee of the California Travel and Tourism Commission and the California Welcome Center Committee is scheduled to take place on March 13, 2007 from 1:30 p.m. to 2:30 p.m. We would appreciate your attendance in person if at all possible.

Participation for this meeting is available via conference call. The meeting details are as follows:

| | |
|--------------------------|--|
| Meeting:..... | <u>Rural Tourism Advisory Committee & California Welcome Centers Committee</u> |
| Date:..... | March 13, 2007 |
| Time:..... | 1:30 p.m. to 2:30 p.m. |
| Conference Call-In:..... | 877-973-7507 / Pass Code: 518056 |
| Meeting Location:..... | CTTC Offices 980 Ninth Street, Suite 480 Sacramento, CA 95814 |

The agenda is attached for your reference and can also be viewed at <http://www.visitcalifornia.com/page.php?id=531>.

Please R.S.V.P. to Matt Sabbatini at 916-319-5420 or msabbatini@visitcalifornia.com, if you are planning to participate so that we can ensure that pertinent meeting materials reach you.

Thank you.

Meeting of the Rural Tourism Advisory Committee &
The California Welcome Centers

March 13, 2007
1:30 p.m. – 2:30 p.m.

CTTC Offices
980 Ninth Street, Suite 480
Sacramento, CA 95670

Conference Call-In Number: 877-973-7507, pass code 518056

AGENDA

Any and all items on this Agenda are subject to discussion and vote

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|------|--|--------------------------|
| I. | Call to Order | Bob Warren/Janice Simoni |
| II. | Welcome and Introductions | All |
| III. | Rural Program Development Manager | Jonelle Norton |
| IV. | Rural Regional Contracts & Scope of Work | Bob Warren/Susan Wilcox |
| | a. Matching Funds | |
| | b. Contract Management | |
| | c. Communications | |
| V. | CTTC Web Site - Needs and Opportunities | Troy Cantrell/Bob Warren |
| | a. Content Management System Update | |
| VI. | CTTC Publications, Drive, CVG, Map | Susan/Lynn Carpenter |
| | a. New Rate Card & Opportunities to Co-Op | |
| | b. Fall Cooperative Print Campaign | |
| VI. | Cooperative Marketing Programs Update | Susan |
| | a. California Treasure Hunt Program | |
| | b. HATS, BAGS & EATS (Shop/Culture/Dine Cooperative) | |
| | c. California Fun Spots | |
| VII. | Adjournment | |